

HD MEDIA

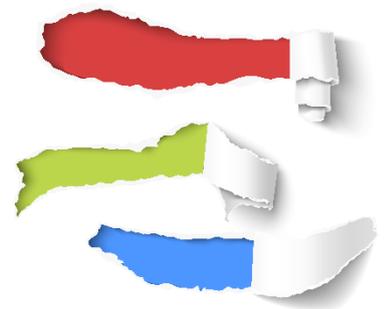
**FLIGHTING
EXPLAINED**



WWW.HDMEDIA-LTD.CO.ZA

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1. Flighting

Flighting is a process in which **Ad copies** are loaded onto **flighting** software.

Content is loaded into loops and can be scheduled to play various ways as mentioned below:

What is a Loop?



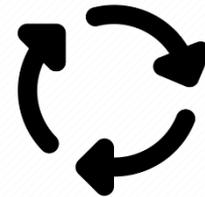
Each **Loop** has the number of slots pre-determined by the media agency which you can compare to an orange cut up into segments.

What is a Slot?



Each **Slot** makes up a **segment** of that loop which you can compare to a segment of an orange. The orange can be divided into 8, 10 or 15 segments.

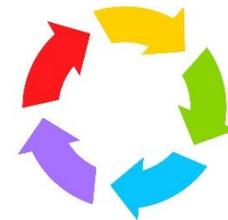
1.1 Back-to-Back Loop Cycle



Ad copies shorter than 15 seconds may be played in a back-to-back format to qualify as 1 **Ad copy** of 15 seconds in a slot added together.

E.g., 8 seconds and 7 seconds

1.2 Batch Loop Cycle



Multiple ad copies can be loaded into a **single slot** of which will be automatically rotated.

E.g., Coca Cola books one slot within a loop however they provide multiple **Ad copies** to be rotated.

1.3 Day Parting



Ad copies can be scheduled to play at a **specific time and day**.

E.g., Mc Donald's provide a breakfast promotion and only wishes for this to play between the hours of 6am – 10 am and only on weekdays.

1.4 Weather Based Campaign

Ad copies can be scheduled to play in conjunction with **weather conditions**.

E.g.,1, Wimpy requests an ice cream promotion to only be played when the temperature at a specific location is between 25-30°C.

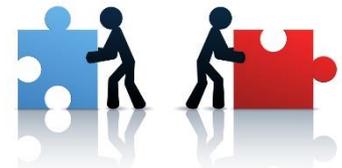
E.g.,2, Land Rover requests a vehicle to be displayed driving through the mud only when there is rain at a specific location.



1.5 Preemptable Ad Copies

Media owners can provide **Ad copies** that will **automatically fill empty slots** within a Loop.

E.g., A Billboard that has been programmed to receive 10 x 15 second slots but only has 8 slots loaded will have to 2 slots available to fill. The preemptable feature will automatically insert the mentioned **Ad copies** to fill up the Loop. Should more slots be filled the **Preemptable Ad copies** will automatically be removed from the Loop.



1.6 Separation

Competing ad copies loaded into a Loop can be separated using **separation triggers**. E.g., BMW and Mercedes Benz **Ad copies** are loaded in the same Loop, triggers can be applied for these competing brands not to play back-to-back.

2 Loop Policies

A loop policy is a set of rules preloaded onto a particular digital billboard enabling the flighting software to predict **planned vs actual reporting**.

E.g., A digital billboard (4.5m x 18m) is sold to an agency by a media owner with a **Rate Card** showing 8 x 30 second slots within a loop. The loop policy will therefore be setup to show the same 8 x 30 second slots within a loop.



2.1 Oversaturation

Should the media owner load 12 x 30 second slots within a loop, the software will show that the **Ad copies** loaded have **underperformed** based on the loop policy stipulated. This will result in **Ad copies achieving less** plays than planned.



2.2 Undersaturation

Should the media owner load 6 x 30 second slots within a loop, the software will show that the **Ad copies** loaded have **overperformed** based on the Loop policy stipulated. This will result in **Ad copies achieving more** plays than planned.



2.3 Oversaturation Prevention

Media players can be set to prevent instances whereby **oversaturation** becomes apparent.

E.g., A loop policy of 10 x 15 second slots will automatically prevent a 11th slot from being loaded in the loop.

3. Planned vs Actual



3.1 Planned plays

A **10 x 15 second loop policy** will predict that the loop will rotate every **2 and a half minutes**. It is therefore safe to say that a **15 second Ad copy** within a full 10 slot loop will play,

- **24 times per hour**
- **576 times in a 24-hour period.**
- **16128 times over a 28-day period.**



3.2 Actual plays

Actual plays refer to the exact number of times an ad copy has played over time. Actual plays will vary based on external factors such as oversaturation, undersaturation, load shedding and/or power outages to name a few.

4. Performance Percentage



The performance percentage stipulated on a report will calculate the percentage difference between planned vs achieved.

E.g.,1 During a period of high load shedding the achieved number of repetitions will be **lower** than planned, therefore the campaign would have **underachieved**.

E.g.,2 Should only 2 ad copies be loaded into a 10 **Ad copy loop policy**, the achieved number of repetitions will be **higher** than the planned, therefore the campaign would have **overachieved**.

5. Resolution vs Aspect Ratio

5.1 Resolution

Digital billboards are made up of **Pixels** (LED Chips) represented by number of **Pixels** both in height and width. Each digital billboard can be unique in number of **Pixels** based on size and **Pixel pitch**.

E.g., 1 A **P10 digital billboard** is made up of LED chips (**Pixels**) with a 10mm spacing between each LED chip (**Pixels**). Therefore, a 4000mm by 8000mm digital billboard will have a *resolution* of 400x 800.

E.g., 2 A **P6 digital billboard** of 4000mm x 8000mm will have a *resolution* of 667 x 1333.

A **P6 digital billboard** therefore has a higher *resolution* (more LED Chips) than that of a P10 digital billboard.

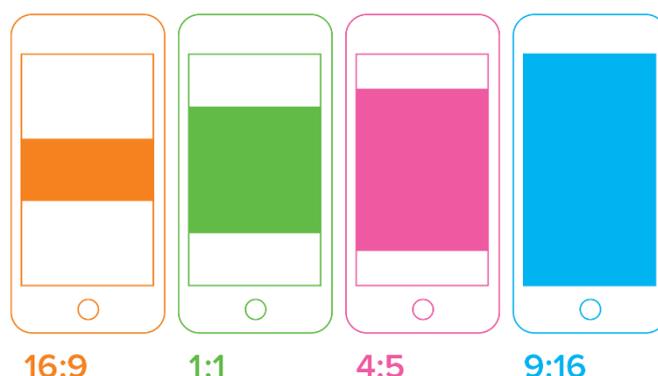
5.2 Aspect Ratio

The Aspect Ratio of an image is the ratio of its width to its height.

It is commonly expressed as two numbers separated by a colon, as in **16:9**.

For an x: y aspect ratio, the image is x units wide and y units high.

HD Media DO NOT recommend using aspect ratios when it comes to creating content (ad copies) for digital billboards made up of Pixels (LED Chips)



6. Pixel for Pixel

When it comes to creating content (**Ad copies**) HD Media highly recommend that creative agencies design content based on the resolution of the digital billboard and not the aspect ratio.

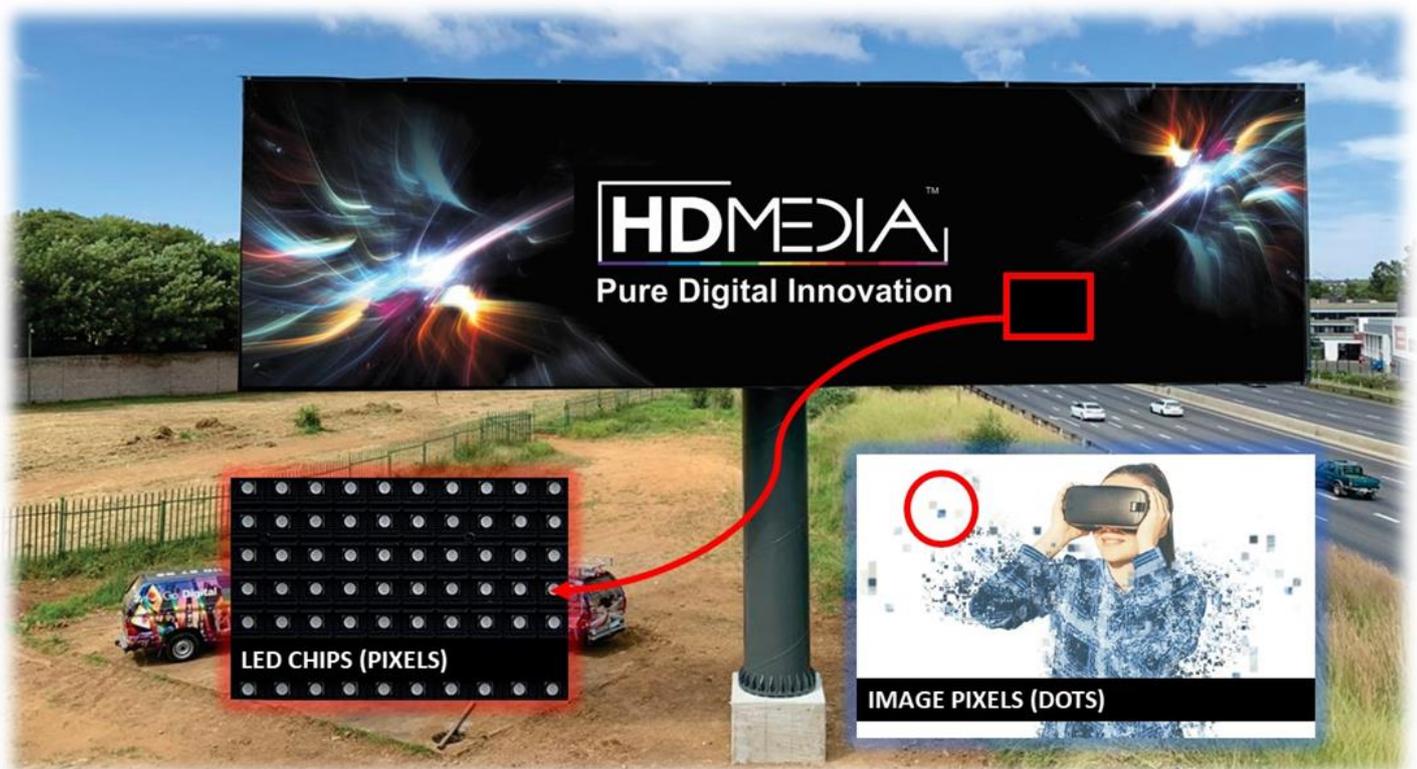
The reason for this is that an image (**Ad copy**) is made up of dots (**Pixels**) as is the LED screen.

Should an **Ad copy** be made up of a higher resolution than that of the LED billboard, this will result in inaccurate colours and picture clarity.

Reason being that a single LED chip (**Pixel**) can only change to **one single colour** at any given time.

An **Ad copy** with a resolution higher than the digital billboard will send inaccurate signals to the LED chip (**Pixel**) demanding it to change to **multiple colours** at the same time. This will result in the LED Chip blending the colours which may result in unfavourable image quality.

Please see illustration below to explain in more detail.



7. Reporting

The Broadsign software which HD Media utilizes, generates **flighting reports** which can be custom generated based on various times and dates requested. The **flighting reports** can include actual plays as well as predicted plays based on our customer requirements.

- Predicted plays are a direct calculation based on the way in which the loop policy has been setup.
- Actual plays report the number of times in which an **Ad copy** has played over a specific time frame. Actual plays cannot be adjusted or manipulated as they are fixed and subject to external factors such as: oversaturation, undersaturation as well as power outages and player downtime (Hardware malfunction) to name a few.

HD Media highly recommend reports are sent in PDF including the Broadsign Logo as well as actual plays.



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The future of advertising

